

The 2022-2027 Outlook for Tortillas Sold in Bulk and Packages Excluding Frozen and Canned Tortillas for US Zip Codes

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Abstracts

This study covers the latent demand outlook for tortillas sold in bulk and packages excluding frozen and canned tortillas across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for tortillas sold in bulk and packages excluding frozen and canned tortillas. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers tortillas sold in bulk and packages excluding frozen and canned tortillas as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for tortillas sold in bulk and packages excluding frozen and canned tortillas is 3118300. It is for this definition that aggregate latent demand estimates are derived. Tortillas sold in bulk and packages excluding frozen and canned tortillas is specifically defined as follows:

3118300 TORTILLAS SOLD IN BULK OR PACKAGES, NOT FROZEN OR
CANNED

31183001 Tortillas sold in bulk or packages, not frozen or canned

3118300100 Tortillas sold in bulk or packages, not frozen or canned

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